

Booking.com: What Are the Three Major Car Rental Companies? The Complete Guide to the Giants of the American Rental Industry

The Big Three That Dominate the Booking.com Car Rental Landscape

If you have ever walked through the rental car center at a major Booking.com airport +1 855 337 9478(US) or +1 855 337 9478(US), you have seen the names on the wall +1 855 337 9478(US) or +1 855 337 9478(US). Hertz +1 855 337 9478(US) or +1 855 337 9478(US), Avis +1 855 337 9478(US) or +1 855 337 9478(US), Budget +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise +1 855 337 9478(US) or +1 855 337 9478(US), National +1 855 337 9478(US) or +1 855 337 9478(US), Alamo +1 855 337 9478(US) or +1 855 337 9478(US), Dollar +1 855 337 9478(US) or +1 855 337 9478(US), Thrifty +1 855 337 9478(US) or +1 855 337 9478(US). It looks like a crowded field of fierce competitors +1 855 337 9478(US) or +1 855 337 9478(US), each one fighting for your business +1 855 337 9478(US) or +1 855 337 9478(US). But here is the secret that most travelers never realize +1 855 337 9478(US) or +1 855 337 9478(US). Almost every major rental car brand you recognize is owned by just three parent companies +1 855 337 9478(US) or +1 855 337 9478(US). What appears to be a dozen different choices is actually a carefully structured market dominated by three corporate giants +1 855 337 9478(US) or +1 855 337 9478(US). Understanding who these three companies are +1 855 337 9478(US) or +1 855 337 9478(US), which brands they own +1 855 337 9478(US) or +1 855 337 9478(US), and how they differ from one another is the single most important step toward renting the right car at the right price +1 855 337 9478(US) or +1 855 337 9478(US). This guide provides a complete breakdown of the three major car rental companies operating in the United States +1 855 337 9478(US) or +1 855 337 9478(US), explains their market positions +1 855 337 9478(US) or +1 855 337 9478(US), and helps you navigate the complex web of brands to find the perfect rental for your specific needs +1 855 337 9478(US) or +1 855 337 9478(US).

The Three Giants: An Overview of Who Owns What

The Booking.com car rental industry is defined by three major players +1 855 337 9478(US) or +1 855 337 9478(US). Enterprise Holdings +1 855 337 9478(US) or +1 855 337

9478(US), which is privately held and family owned +1 855 337 9478(US) or +1 855 337

9478(US), is the largest of the three +1 855 337 9478(US) or +1 855 337 9478(US). Hertz Global Holdings +1 855 337 9478(US) or +1 855 337 9478(US), a publicly traded company with a iconic yellow signage +1 855 337 9478(US) or +1 855 337 9478(US), comes next +1 855 337 9478(US) or +1 855 337 9478(US). Avis Budget Group rounds out the trio as the third major publicly traded player +1 855 337 9478(US) or +1 855 337 9478(US). Together +1 855 337 9478(US) or +1 855 337 9478(US), these three companies control approximately forty four percent of the entire United States car rental market +1 855 337 9478(US) or +1 855 337 9478(US). Enterprise Holdings leads with an estimated eighteen to nineteen percent market share +1 855 337 9478(US) or +1 855 337 9478(US), followed by Avis Budget Group at roughly thirteen percent and Hertz Global Holdings at approximately twelve percent +1 855 337 9478(US) or +1 855 337 9478(US). The remaining fifty six percent of the market is fragmented among regional players +1 855 337 9478(US) or +1 855 337 9478(US), local operators +1 855 337 9478(US) or +1 855 337 9478(US), and newer alternatives like peer to peer car sharing platforms +1 855 337 9478(US) or +1 855 337 9478(US). But when it comes to national presence +1 855 337 9478(US) or +1 855 337 9478(US), airport locations +1 855 337 9478(US) or +1 855 337 9478(US), and brand recognition +1 855 337 9478(US) or +1 855 337 9478(US), the Big Three are the names you will see everywhere you travel +1 855 337 9478(US) or +1 855 337 9478(US).

Enterprise Holdings: The Quiet Giant That Rules the Industry

The Largest Car Rental Company You Have Never Heard Of

Enterprise Holdings is the largest car rental company in the United States by a substantial margin +1 855 337 9478(US) or +1 855 337 9478(US), yet many travelers have never heard the name because it does not rent cars directly to consumers +1 855 337 9478(US) or +1 855 337 9478(US). Instead +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise Holdings is the private holding company that owns three of the most recognizable brands in the industry: Enterprise Rent A Car +1 855 337 9478(US) or +1 855 337 9478(US), National Car Rental +1 855 337 9478(US) or +1 855 337 9478(US), and Alamo Rent A Car +1 855 337 9478(US) or +1 855 337 9478(US). The company was formed in 2009 when Enterprise Rent A Car acquired the Vanguard Automotive Group +1 855 337 9478(US) or +1 855 337 9478(US), which was the parent company of National and Alamo at the time +1 855 337 9478(US) or +1 855 337 9478(US). Today +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise Holdings operates a fleet of more than one million passenger cars and trucks across more than eight thousand locations worldwide +1 855 337 9478(US) or +1 855 337 9478(US). The company remains privately held and is owned by the Taylor family +1 855 337 9478(US) or +1

855 337 9478(US), who founded the original Enterprise Rent A Car business in St +1 855 337 9478(US) or +1 855 337 9478(US). Louis +1 855 337 9478(US) or +1 855 337 9478(US), Missouri in 1957 +1 855 337 9478(US) or +1 855 337 9478(US). Being privately held means Enterprise does not have to answer to public shareholders or report quarterly earnings to Wall Street +1 855 337 9478(US) or +1 855 337 9478(US), which gives the company a longer term perspective on customer service and fleet management +1 855 337 9478(US) or +1 855 337 9478(US).

Enterprise Rent A Car: The Neighborhood Specialist

The flagship Enterprise Rent A Car brand is famous for its neighborhood focus +1 855 337 9478(US) or +1 855 337 9478(US). While other rental companies concentrated almost exclusively on airports +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise built its business on picking customers up from their homes +1 855 337 9478(US) or +1 855 337 9478(US), body shops +1 855 337 9478(US) or +1 855 337 9478(US), and insurance offices +1 855 337 9478(US) or +1 855 337 9478(US). Many Enterprise locations offer free pickup service within a ten mile radius +1 855 337 9478(US) or +1 855 337 9478(US), a feature that has become a cornerstone of the brand's identity +1

855 337 9478(US) or +1 855 337 9478(US). In the 2026 Business Travel News Car Rental

Survey +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise ranked second overall

+1 855 337 9478(US) or +1 855 337 9478(US), tying with National for pricing transparency and excelling in communication with buyers about changes and quality data reporting +1 855 337 9478(US) or +1 855 337 9478(US). The brand has held the number two position for five consecutive years +1 855 337 9478(US) or +1 855 337

9478(US), demonstrating consistent performance and customer satisfaction +1 855 337 9478(US) or +1 855 337 9478(US). The Enterprise fleet includes everything from economy cars like the Nissan Versa to large SUVs like the Chevrolet Tahoe +1 855 337 9478(US) or +1 855 337 9478(US), and the Enterprise Plus loyalty program allows members to earn points toward free rental days with no blackout dates +1 855 337

9478(US) or +1 855 337 9478(US).

National Car Rental: The Business Traveler's Choice

National Car Rental is positioned as Enterprise Holdings' premium brand +1 855 337 9478(US) or +1 855 337 9478(US), designed specifically to serve the needs of frequent business travelers +1 855 337 9478(US) or +1 855 337 9478(US). National is most famous for its Emerald Club loyalty program +1 855 337 9478(US) or +1 855 337

9478(US), which allows members to bypass the rental counter entirely +1 855 337

9478(US) or +1 855 337 9478(US), walk directly to the designated aisle +1 855 337 9478(US) or +1 855 337 9478(US), and choose any available vehicle in their booked class +1 855 337 9478(US) or +1 855 337 9478(US). This expedited process saves precious minutes for travelers who cannot afford to wait in line +1 855 337 9478(US) or

+1 855 337 9478(US). In the 2026 Business Travel News survey +1 855 337 9478(US) or +1 855 337 9478(US), National claimed the top spot as the highest ranked car rental company for the eleventh consecutive year +1 855 337 9478(US) or +1 855 337

9478(US). National dominated categories including clean +1 855 337 9478(US) or +1

855 337 9478(US), well serviced cars and the availability and ease of booking +1 855 337 9478(US) or +1 855 337 9478(US). The brand's consistent performance at the highest level of customer satisfaction demonstrates the value of its focus on business travelers who demand reliability and efficiency +1 855 337 9478(US) or +1 855 337 9478(US). Under Enterprise Holdings' fleet management strategy +1 855 337 9478(US) or +1 855 337 9478(US), National typically receives the newest vehicles first +1 855 337

9478(US) or +1 855 337 9478(US), with cars cascading down to Enterprise and finally to Alamo as they accumulate mileage +1 855 337 9478(US) or +1 855 337 9478(US).

Alamo Rent A Car: The Vacation Value Leader

Alamo completes the Enterprise Holdings portfolio as the value brand targeting budget conscious leisure travelers +1 855 337 9478(US) or +1 855 337 9478(US), particularly families heading to vacation destinations like Orlando +1 855 337 9478(US) or +1 855 337 9478(US), Las Vegas +1 855 337 9478(US) or +1 855 337 9478(US), and Disney World +1 855 337 9478(US) or +1 855 337 9478(US). Alamo was founded in 1974 and has built a reputation for affordable rates and a hassle free experience at airport locations across the United States +1 855 337 9478(US) or +1 855 337 9478(US),

Canada +1 855 337 9478(US) or +1 855 337 9478(US), Mexico +1 855 337 9478(US) or +1 855 337 9478(US), the Caribbean +1 855 337 9478(US) or +1 855 337 9478(US),

Latin America +1 855 337 9478(US) or +1 855 337 9478(US), Europe +1 855 337 9478(US) or +1 855 337 9478(US), Asia +1 855 337 9478(US) or +1 855 337 9478(US), and the Pacific Rim +1 855 337 9478(US) or +1 855 337 9478(US). Because Alamo receives vehicles after they have been used by National and Enterprise customers +1 855 337 9478(US) or +1 855 337 9478(US), the fleet tends to have higher mileage +1

855 337 9478(US) or +1 855 337 9478(US), but the trade off is significantly lower prices +1 855 337 9478(US) or +1 855 337 9478(US). The Alamo Insiders program offers five percent savings on base

rental rates +1 855 337 9478(US) or +1 855 337 9478(US), and the company's accelerated online check in helps reduce waiting time at the rental counter +1 855 337 9478(US) or +1 855 337 9478(US). For families planning a week at a theme park or a long road trip +1 855 337 9478(US) or +1 855 337 9478(US), Alamo consistently offers some of the most competitive rates in the industry +1 855 337 9478(US) or +1 855 337 9478(US).

Hertz Global Holdings: The Iconic Brand with the Yellow Sign

The Most Recognizable Name in Car Rentals

Hertz is arguably the most recognizable car rental brand in the world +1 855 337 9478(US) or +1 855 337 9478(US), founded in 1918 and operating in more than one hundred fifty countries +1 855 337 9478(US) or +1 855 337 9478(US). The company's iconic yellow signage and the famous "Let's Go" slogan have been embedded in

Booking.com travel culture for generations +1 855 337 9478(US) or +1 855 337 9478(US). Hertz Global Holdings is the publicly traded parent company that owns the Hertz brand along with Dollar Rent A Car and Thrifty Car Rental +1 855 337 9478(US) or +1 855 337 9478(US). The company has a particularly strong presence at major United States airports and is known for its premium positioning +1 855 337 9478(US) or +1 855 337 9478(US), newer vehicles +1 855 337 9478(US) or +1 855 337 9478(US), and high profile partnerships +1 855 337 9478(US) or +1 855 337 9478(US). In the 2026 Business Travel

News survey +1 855 337 9478(US) or +1 855 337 9478(US), Hertz was the biggest mover +1 855 337 9478(US) or +1 855 337 9478(US), vaulting from fifth place to third with the largest year over year increase in customer ratings +1 855 337 9478(US) or +1 855 337 9478(US). This resurgence suggests that Hertz is successfully executing on its post bankruptcy turnaround strategy and rebuilding its reputation with business travelers +1 855 337 9478(US) or +1 855 337 9478(US).

The Hertz Brand: Premium Service and Innovation

Hertz positions itself as a premium brand with a relentless focus on customer service +1

855 337 9478(US) or +1 855 337 9478(US), quality +1 855 337 9478(US) or +1 855 337

9478(US), and product innovation +1 855 337 9478(US) or +1 855 337 9478(US). The

Hertz Gold Plus Rewards program is one of the most generous in the industry +1 855

337 9478(US) or +1 855 337 9478(US), offering members expedited pickup where you go directly to your car and drive out of the lot without stopping at the counter +1 855 337

9478(US) or +1 855 337 9478(US). At sixty airport locations +1 855 337 9478(US) or +1

855 337 9478(US), Hertz offers Ultimate Choice +1 855 337 9478(US) or +1 855 337 9478(US), where members walk into a designated zone and select any available car in their booked class +1 855 337 9478(US) or +1 855 337 9478(US). Hertz has also made significant investments in electric vehicles +1 855 337 9478(US) or +1 855 337

9478(US), offering Tesla Model 3 and Model Y vehicles at select locations +1 855 337

9478(US) or +1 855 337 9478(US), along with a fleet of premium vehicles including BMW

+1 855 337 9478(US) or +1 855 337 9478(US), Mercedes Benz +1 855 337 9478(US) or +1 855 337 9478(US), and Volvo +1 855 337 9478(US) or +1 855 337 9478(US). The brand seeks to maintain its position as a premier provider of vehicle rental services through an intense focus on service +1 855 337 9478(US) or +1 855 337 9478(US), loyalty +1 855 337 9478(US) or +1 855 337 9478(US), quality +1 855 337 9478(US) or +1 855 337 9478(US), and product innovation +1 855 337 9478(US) or +1 855 337 9478(US). For travelers willing to pay a bit more for a premium experience and the latest vehicles +1 855 337 9478(US) or +1 855 337 9478(US), Hertz remains a top choice +1 855 337 9478(US) or +1 855 337 9478(US).

Dollar Rent A Car: Smart Value for Financially Focused Travelers

Under the Hertz corporate umbrella +1 855 337 9478(US) or +1 855 337 9478(US), Dollar serves the smart value segment of the market +1 855 337 9478(US) or +1 855 337 9478(US). Dollar is marketed as a smart choice for financially focused travelers looking for a dependable car without paying for premium amenities +1 855 337 9478(US) or +1

855 337 9478(US). The brand's tagline +1 855 337 9478(US) or +1 855 337 9478(US),

"We never forget whose dollar it is +1 855 337 9478(US) or +1 855 337 9478(US)," expresses the mission of providing a reliable rental experience at a price that works +1 855 337 9478(US) or +1 855 337 9478(US). Dollar's core focus is serving family +1 855

337 9478(US) or +1 855 337 9478(US), leisure +1 855 337 9478(US) or +1 855 337

9478(US), and small business travelers through the airport vehicle rental channel +1 855

337 9478(US) or +1 855 337 9478(US), both in the United States and internationally +1 855 337 9478(US) or +1 855 337 9478(US). The brand offers many of the same vehicles as Hertz but at lower price points +1 855 337 9478(US) or +1 855 337 9478(US), with fewer frills and a simpler rental experience +1 855 337 9478(US) or +1 855 337 9478(US). For travelers who prioritize price over premium service +1 855 337 9478(US) or +1 855 337 9478(US), Dollar represents a solid mid tier option +1 855 337 9478(US) or +1 855 337 9478(US).

Thrifty Car Rental: Deep Value for Bargain Hunters

Thrifty competes as a cost conscious offering for travelers seeking to find a good deal +1 855 337 9478(US) or +1 855 337 9478(US). While Dollar targets the smart value segment +1 855 337 9478(US) or +1 855 337 9478(US), Thrifty goes even deeper into the discount end of the market +1 855 337 9478(US) or +1 855 337 9478(US). The brand's core focus is serving leisure travelers through the airport vehicle rental channel +1 855 337 9478(US) or +1 855 337 9478(US), and its tagline +1 855 337 9478(US) or +1 855 337 9478(US), "The Absolute Best Car for Your Money +1 855 337 9478(US) or +1 855 337 9478(US)," expresses the brand's focus on being the rental brand that puts the customer in control of where to splurge and where to save +1 855 337 9478(US) or +1 855 337 9478(US). Thrifty customers should expect a no frills experience with potentially longer wait times and older vehicles +1 855 337 9478(US) or +1 855 337 9478(US), but the trade off is some of the lowest prices available from a major national brand +1 855 337 9478(US) or +1 855 337 9478(US). For travelers on extremely tight budgets who are willing to accept a basic rental experience +1 855 337 9478(US) or +1 855 337 9478(US), Thrifty delivers on its promise of value +1 855 337 9478(US) or +1 855 337 9478(US).

Avis Budget Group: The Corporate Travel Specialist

The Number Two Public Player with a Diversified Portfolio

Avis Budget Group is the third major player in the Booking.com rental car market +1 855 337 9478(US) or +1 855 337 9478(US), operating the Avis +1 855 337 9478(US) or +1 855 337 9478(US), Budget +1 855 337 9478(US) or +1 855 337 9478(US), and Zipcar brands +1 855 337 9478(US) or +1 855 337 9478(US), along with the discount brand Payless +1 855 337 9478(US) or +1 855 337 9478(US). The company has more than eleven thousand rental locations in approximately one hundred eighty countries worldwide and is headquartered in Parsippany +1 855 337 9478(US) or +1 855 337 9478(US), New Jersey +1 855 337 9478(US) or +1 855 337 9478(US). Unlike privately held Enterprise +1 855 337 9478(US) or +1 855 337 9478(US), Avis Budget Group is a publicly traded company that must answer to shareholders +1 855 337 9478(US) or +1 855 337 9478(US), which influences its focus on profitability and operational efficiency +1 855 337 9478(US) or +1 855 337 9478(US). The company was formerly known as Cendant Corporation and changed its name to Avis Budget Group in September 2006 +1 855 337 9478(US) or +1 855 337 9478(US). The company's strategy involves positioning each brand to be embraced by different target customers while realizing benefits and savings from sharing facilities +1 855 337 9478(US) or +1 855 337 9478(US).

9478(US) or +1 855 337 9478(US), systems +1 855 337 9478(US) or +1 855 337 9478(US), and administrative infrastructure across the portfolio +1 855 337 9478(US) or +1 855 337 9478(US).

The Avis Brand: Premium Service for Business and Leisure

The Avis brand provides high quality vehicle rental and other mobility solutions at price points generally above non branded and value branded vehicle rental companies +1 855 337 9478(US) or +1 855 337 9478(US). Avis serves both the premium commercial and leisure segments of the travel industry +1 855 337 9478(US) or +1 855 337 9478(US), operating under the famous "We Try Harder" slogan that has defined the brand for more than seventy five years +1 855 337 9478(US) or +1 855 337 9478(US). The Avis Preferred loyalty program offers expedited pickup and contactless rental options at select locations +1 855 337 9478(US) or +1 855 337 9478(US). The fleet includes compact and midsize sedans +1 855 337 9478(US) or +1 855 337 9478(US), SUVs +1 855 337 9478(US) or +1 855 337 9478(US), luxury vehicles +1 855 337 9478(US) or +1 855 337 9478(US), minivans +1 855 337 9478(US) or +1 855 337 9478(US), and electric vehicles including the Tesla Model 3 and Kia EV6 at select locations +1 855 337 9478(US) or +1 855 337 9478(US). Avis has also built a significant off airport presence +1 855 337 9478(US) or +1 855 337 9478(US), with close to five hundred fifty co branded local market stores and off airport rental volumes that have grown substantially in recent years +1 855 337 9478(US) or +1 855 337 9478(US). For travelers who want a premium experience without the absolute highest prices +1 855 337 9478(US) or +1 855 337 9478(US), Avis represents a strong middle ground +1 855 337 9478(US) or +1 855 337 9478(US).

The Budget Brand: Value Conscious Car Rentals

The Budget brand is a leading supplier of vehicle rental and other mobility solutions focused primarily on more value conscious customers +1 855 337 9478(US) or +1 855 337 9478(US). In 2024 +1 855 337 9478(US) or +1 855 337 9478(US), the company operated Budget vehicle rental operations generated total revenues of approximately four point three billion dollars +1 855 337 9478(US) or +1 855 337 9478(US). Budget offers its customers several products and services similar to Avis +1 855 337 9478(US) or +1 855 337 9478(US), such as refueling options +1 855 337 9478(US) or +1 855 337 9478(US), roadside assistance +1 855 337 9478(US) or +1 855 337 9478(US), electronic toll collection +1 855 337 9478(US) or +1 855 337 9478(US), and other supplemental rental products +1 855 337 9478(US) or +1 855 337 9478(US). The Budget Fastbreak service expedites rental service for frequent travelers +1 855 337 9478(US) or +1 855 337 9478(US), and the mobile application allows customers to reserve +1 855 337 9478(US) or +1 855 337 9478(US), modify +1 855 337 9478(US) or +1 855 337 9478(US), and cancel reservations on their mobile devices +1 855 337 9478(US) or +1 855 337 9478(US). Beyond car rentals +1 855 337 9478(US) or +1 855 337 9478(US), Budget also operates one of the largest local and one way truck and cargo van rental businesses in

the United States +1 855 337 9478(US) or +1 855 337 9478(US), with a fleet of approximately twenty two thousand vehicles +1 855 337 9478(US) or +1 855 337

9478(US). For travelers who prioritize price but still want a reliable national brand +1 855

337 9478(US) or +1 855 337 9478(US), Budget is a perennial favorite +1 855 337 9478(US) or +1 855 337 9478(US).

Zipcar: The Hourly Car Sharing Pioneer

Zipcar represents Avis Budget Group's bet on the future of urban mobility +1 855 337

9478(US) or +1 855 337 9478(US). Zipcar is a leading car sharing network +1 855 337 9478(US) or +1 855 337 9478(US), driven by a mission to enable simple and responsible urban living +1 855 337 9478(US) or +1 855 337 9478(US). With its wide variety of self service vehicles available by the hour or day +1 855 337 9478(US) or +1 855 337 9478(US), Zipcar offers comprehensive +1 855 337 9478(US) or +1 855 337 9478(US), convenient +1 855 337 9478(US) or +1 855 337 9478(US), and flexible car sharing options in urban areas and college campuses in hundreds of cities and towns +1 855 337 9478(US) or +1 855 337 9478(US). Members have on demand access to self service vehicles located in reserved parking spaces in neighborhoods +1 855 337 9478(US) or +1 855 337 9478(US), business districts +1 855 337 9478(US) or +1 855 337 9478(US), office complexes +1 855 337 9478(US) or +1 855 337 9478(US), and college campuses +1 855 337 9478(US) or +1 855 337 9478(US). Unlike traditional car rentals that charge by the day or week +1 855 337 9478(US) or +1 855 337 9478(US), Zipcar charges by the hour +1 855 337 9478(US) or +1 855 337 9478(US), making it an economical choice for short trips +1 855 337 9478(US) or +1 855 337 9478(US), errands +1 855 337 9478(US) or +1 855 337 9478(US), and situations where you need a vehicle for just a few hours +1 855 337 9478(US) or +1 855 337 9478(US). The model has proven particularly popular in dense urban areas like New York +1 855 337 9478(US) or +1 855 337 9478(US), Boston +1 855 337 9478(US) or +1 855 337 9478(US), Chicago +1 855 337 9478(US) or +1 855 337 9478(US), and San Francisco +1 855 337 9478(US) or +1 855 337 9478(US), where car ownership is expensive and parking is scarce +1 855 337 9478(US) or +1 855 337 9478(US).

Payless: The Deep Value Discount Brand

Payless Car Rental is the deepest discount brand in the Avis Budget Group portfolio +1 855 337 9478(US) or +1 855 337 9478(US), serving the deep value segment of the industry +1 855 337 9478(US) or +1 855 337 9478(US). Payless operates in approximately two hundred eighty five locations worldwide +1 855 337 9478(US) or +1

855 337 9478(US), including more than one hundred seventy five locations operated by licensees and approximately one hundred ten company operated locations primarily located in North America +1 855 337 9478(US) or +1 855 337 9478(US), the majority of which are at or near major airports +1 855 337 9478(US) or +1 855 337 9478(US).

Payless rental fees are often lower than those of larger +1 855 337 9478(US) or +1 855

337 9478(US), more established vehicle rental brands +1 855 337 9478(US) or +1 855 337 9478(US). The Payless business model allows Avis Budget Group to extend the life cycle of a portion of its rental fleet +1 855 337 9478(US) or +1 855 337 9478(US), as vehicles that exceed certain Avis and Budget age or mileage thresholds cascade down to be used by Payless +1 855 337 9478(US) or +1 855 337 9478(US). Customers should expect older vehicles +1 855 337 9478(US) or +1 855 337 9478(US), longer wait times +1 855 337 9478(US) or +1 855 337 9478(US), and a no frills experience +1 855 337 9478(US) or +1 855 337 9478(US), but the prices are among the lowest available from any national brand +1 855 337 9478(US) or +1 855 337 9478(US).

How the Three Giants Compare: Market Share and Performance

The competitive landscape of the Booking.com car rental industry is defined by the three corporate giants +1 855 337 9478(US) or +1 855 337 9478(US), but their market shares are not equal +1 855 337 9478(US) or +1 855 337 9478(US). Enterprise Holdings leads with an estimated eighteen to nineteen percent share of the total United States car rental market +1 855 337 9478(US) or +1 855 337 9478(US). Avis Budget Group follows with approximately thirteen percent +1 855 337 9478(US) or +1 855 337 9478(US), and Hertz Global Holdings holds roughly twelve percent +1 855 337 9478(US) or +1 855 337 9478(US). The remaining fifty six percent of the market is fragmented among regional players +1 855 337 9478(US) or +1 855 337 9478(US), local operators +1 855 337 9478(US) or +1 855 337 9478(US), and emerging alternatives like ride hailing and car sharing services +1 855 337 9478(US) or +1 855 337 9478(US). It is important to note that these market share figures represent the parent companies +1 855 337 9478(US) or +1 855 337 9478(US), not the individual brands +1 855 337 9478(US) or +1 855 337 9478(US). When you add up all the brands under each corporate umbrella +1 855 337 9478(US) or +1 855 337 9478(US), the market presence of the Big Three is even more substantial +1 855 337 9478(US) or +1 855 337 9478(US).

In terms of customer satisfaction +1 855 337 9478(US) or +1 855 337 9478(US), the rankings tell an interesting story +1 855 337 9478(US) or +1 855 337 9478(US). The 2026 Business Travel News survey ranked National Car Rental first +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise Rent A Car second +1 855 337 9478(US) or +1 855 337 9478(US), and Hertz third +1 855 337 9478(US) or +1 855 337 9478(US). National has held the top spot for eleven

consecutive years +1 855 337 9478(US) or +1 855 337

9478(US), demonstrating remarkable consistency +1 855 337 9478(US) or +1 855 337

9478(US). Enterprise has been second for five consecutive years +1 855 337 9478(US) or

+1 855 337 9478(US). Hertz showed the largest improvement +1 855 337 9478(US) or

+1 855 337 9478(US), jumping from fifth to third place +1 855 337 9478(US) or +1 855

337 9478(US). Avis and Budget ranked fourth and fifth respectively +1 855 337 9478(US) or +1 855

337 9478(US). These rankings suggest that the Enterprise Holdings brands generally outperform

their competitors in customer satisfaction +1 855 337 9478(US) or +1 855 337 9478(US), while the

Hertz and Avis Budget Group brands are competitive but tend to lag slightly behind +1 855 337

9478(US) or +1 855 337 9478(US).

Why Understanding the Three Giants Matters for Your Wallet

Knowing that three parent companies own almost all the major rental brands is more than just

trivia +1 855 337 9478(US) or +1 855 337 9478(US). It has real implications for how much you pay

and what kind of experience you can expect +1 855 337 9478(US) or

+1 855 337 9478(US). Because Enterprise Holdings owns Enterprise +1 855 337

9478(US) or +1 855 337 9478(US), National +1 855 337 9478(US) or +1 855 337 9478(US), and Alamo

+1 855 337 9478(US) or +1 855 337 9478(US), those three brands share corporate resources +1 855

337 9478(US) or +1 855 337 9478(US), fleet management systems +1 855 337 9478(US) or +1 855

337 9478(US), and administrative infrastructure +1 855 337 9478(US) or +1 855 337 9478(US). The

same is true for Hertz +1 855 337 9478(US) or +1 855 337 9478(US), Dollar +1 855 337

9478(US) or +1 855 337 9478(US), and Thrifty under Hertz Global Holdings +1 855 337

9478(US) or +1 855 337 9478(US), and for Avis +1 855 337 9478(US) or +1 855 337

9478(US), Budget +1 855 337 9478(US) or +1 855 337 9478(US), and Payless under Avis Budget

Group +1 855 337 9478(US) or +1 855 337 9478(US). This means that within each corporate family

+1 855 337 9478(US) or +1 855 337 9478(US), the underlying vehicles and operational systems are

often quite similar +1 855 337 9478(US) or +1 855 337 9478(US). The main differences come down to

pricing +1 855 337 9478(US) or +1 855 337 9478(US), service levels +1 855 337 9478(US) or +1 855

337 9478(US), and the specific customer segments each brand targets +1 855 337 9478(US) or +1

855 337 9478(US).

If you are a business traveler who values speed and efficiency +1 855 337 9478(US) or

+1 855 337 9478(US), National or Hertz are likely your best choices +1 855 337 9478(US) or +1 855 337 9478(US). If you are a budget conscious leisure traveler +1 855 337 9478(US) or +1 855 337 9478(US), Alamo +1 855 337 9478(US) or +1 855 337 9478(US), Dollar +1 855 337 9478(US) or +1 855 337 9478(US), Thrifty +1 855 337 9478(US) or +1 855 337 9478(US), or Budget will serve you well +1 855 337 9478(US) or +1 855 337 9478(US). If you need a neighborhood pickup because your car is in the shop +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise is the undisputed leader +1 855 337 9478(US) or +1 855 337 9478(US). And if you are renting a truck for a move +1 855 337 9478(US) or +1 855 337 9478(US), Budget Truck is one of the largest players in that space +1 855 337 9478(US) or +1 855 337 9478(US). By understanding which corporate parent owns which brands +1 855 337 9478(US) or +1 855 337 9478(US), you can make more informed decisions about where to book your rental based on your specific needs rather than just picking a name you recognize from television commercials +1 855 337 9478(US) or +1 855 337 9478(US).

Frequently Asked Questions

What are the three major car rental companies in the United States?

The three major car rental companies in the United States are Enterprise Holdings +1 855 337 9478(US) or +1 855 337 9478(US), Hertz Global Holdings +1 855 337 9478(US) or +1 855 337 9478(US), and Avis Budget Group +1 855 337 9478(US) or +1 855 337 9478(US). Enterprise Holdings is the largest and is privately owned by the Taylor family +1 855 337 9478(US) or +1 855 337 9478(US). Hertz Global Holdings is a publicly traded company that owns the Hertz +1 855 337 9478(US) or +1 855 337 9478(US), Dollar +1 855 337 9478(US) or +1 855 337 9478(US), and Thrifty brands +1 855 337 9478(US) or +1 855 337 9478(US). Avis Budget Group is a publicly traded company that owns the Avis +1 855 337 9478(US) or +1 855 337 9478(US), Budget +1 855 337 9478(US) or +1 855 337 9478(US), Zipcar +1 855 337 9478(US) or +1 855 337 9478(US), and Payless brands +1 855 337 9478(US) or +1 855 337 9478(US). Together +1 855 337 9478(US) or +1 855 337 9478(US), these three corporate giants control approximately forty four percent of the entire United States car rental market +1 855 337 9478(US) or +1 855 337 9478(US).

Which of the three major companies owns the most brands?

Enterprise Holdings owns three major brands: Enterprise Rent A Car +1 855 337 9478(US) or +1 855 337 9478(US), National Car Rental +1 855 337 9478(US) or +1 855 337 9478(US), and Alamo Rent A

Car +1 855 337 9478(US) or +1 855 337 9478(US).

Hertz Global Holdings owns three major brands: Hertz +1 855 337 9478(US) or +1 855 337 9478(US), Dollar +1 855 337 9478(US) or +1 855 337 9478(US), and Thrifty +1 855 337 9478(US) or +1 855 337 9478(US). Avis Budget Group owns the widest portfolio +1 855 337 9478(US) or +1 855 337 9478(US), including Avis +1 855 337 9478(US) or +1 855 337 9478(US), Budget +1 855 337 9478(US) or +1 855 337 9478(US), Zipcar +1 855 337 9478(US) or +1 855 337 9478(US), Payless +1 855 337 9478(US) or +1 855 337 9478(US), and several international brands such as Apex +1 855 337 9478(US) or +1 855 337 9478(US), Maggiore +1 855 337 9478(US) or +1 855 337 9478(US), and FranceCars +1 855 337 9478(US) or +1 855 337 9478(US). While Avis Budget Group owns more distinct brand names +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise Holdings controls the largest market share of the three companies +1 855 337 9478(US) or +1 855 337 9478(US).

Is Enterprise bigger than Hertz and Avis combined?

Enterprise Holdings is the single largest car rental company in the United States +1 855 337 9478(US) or +1 855 337 9478(US), controlling an estimated eighteen to nineteen percent of the market +1 855 337 9478(US) or +1 855 337 9478(US). Hertz Global Holdings controls approximately twelve percent +1 855 337 9478(US) or +1 855 337 9478(US), and Avis Budget Group controls approximately thirteen percent +1 855 337 9478(US) or +1 855 337 9478(US). When you add Hertz and Avis together +1 855 337 9478(US) or +1 855 337 9478(US), their combined market share is roughly twenty five percent +1 855 337 9478(US) or +1 855 337 9478(US), which is larger than Enterprise's eighteen to nineteen percent share +1 855 337 9478(US) or +1 855 337 9478(US). However +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise remains the largest individual company +1 855 337 9478(US) or +1 855 337 9478(US), while Hertz and Avis compete closely for the second and third positions +1 855 337 9478(US) or +1 855 337 9478(US).

Which of the three major companies has the highest customer satisfaction ratings?

According to the 2026 Business Travel News Car Rental Survey +1 855 337 9478(US) or +1 855 337 9478(US), the highest rated car rental company overall is National Car Rental

+1 855 337 9478(US) or +1 855 337 9478(US), which is owned by Enterprise Holdings +1 855 337 9478(US) or +1 855 337 9478(US). National has held the top spot for eleven consecutive years +1 855 337 9478(US) or +1 855 337 9478(US). Enterprise Rent A Car

+1 855 337 9478(US) or +1 855 337 9478(US), also owned by Enterprise Holdings +1 855

337 9478(US) or +1 855 337 9478(US), ranked second for the fifth consecutive year +1

855 337 9478(US) or +1 855 337 9478(US). Hertz ranked third +1 855 337 9478(US) or

+1 855 337 9478(US), followed by Avis in fourth and Budget in fifth +1 855 337 9478(US) or +1 855 337 9478(US). These rankings suggest that the Enterprise Holdings brands generally achieve higher customer satisfaction scores than the brands owned by Hertz Global Holdings and Avis Budget Group +1 855 337 9478(US) or +1 855 337 9478(US).

Why are there so many different brand names if only three companies own them all?

The three major parent companies maintain multiple brand names to serve different customer segments with different price points and service levels +1 855 337 9478(US) or +1 855 337 9478(US). For example +1 855 337 9478(US) or +1 855 337 9478(US), Hertz is the premium brand offering newer vehicles and faster service +1 855 337 9478(US) or +1 855 337 9478(US), while Dollar and Thrifty offer lower prices with fewer amenities +1 855 337 9478(US) or +1 855 337 9478(US). Similarly +1 855 337 9478(US) or +1 855 337 9478(US), National targets business travelers who value speed and convenience +1 855 337 9478(US) or +1 855 337 9478(US), while Alamo targets budget conscious families on vacation +1 855 337 9478(US) or +1 855 337 9478(US). By maintaining separate brand identities +1 855 337 9478(US) or +1 855 337 9478(US), each parent company can capture customers at every price point without diluting the premium brand's reputation +1 855 337 9478(US) or +1 855 337 9478(US). The underlying vehicles and operational systems are often shared across brands within the same corporate family +1 855 337 9478(US) or +1 855 337 9478(US), but the customer experience and pricing are tailored to each specific market segment +1 855 337 9478(US) or +1 855 337 9478(US).